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Serial No.: 09/976,637
Attorney Docket No.: 10018637-1**Amendments to the Claims:**

This listing of the claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A computer-readable medium having stored thereon a data structure comprising:
 - information identifying a secret share of a finite set of secret shares;
 - a secret share profile associated with the secret share and comprising a set of activities associated with the secret share, the set of activities corresponding to at least one activity conducted within a commerce system by at least a portion of a plurality of entities within the commerce system;
 - at least one recommendation generated for a given entity associated with the secret shares based on the entity's past activities and an intersection of sets of activities associated with the entity's secret shares as an estimated activities list, wherein activities found in each set of activities associated with each secret share of the given entity's secret shares are included in the estimated activities list, wherein activities found in less than all of the sets of activities associated with the entity's secret shares are excluded, and wherein association of the activities with the plurality of secret shares facilitates anonymous transactions and anonymous recommendations, wherein the past activities of the entity are used for the at least one recommendation, and wherein a specific identity of the entity is kept private so that while specific knowledge of the past activities of are known by the seller, the past activities are not directly associated with the specific identity of the entity are unknown to third parties; and
 - recommendation accuracy controlled by modifying usage, number of activities and a size of a number of possible secret share sets for any given entity identity.

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2. (currently amended) A computer-readable medium having stored thereon a data structure comprising:

an estimated activities list corresponding to an entity of a plurality of entities within a commerce system and comprising common activities that are found within each of a plurality of profiles, wherein the plurality of profiles uniquely correspond to a plurality of secret shares that collectively define an entity identification of the entity, and wherein each of the plurality of profiles comprises a set of activities conducted in the commerce system by at least a portion of the plurality of entities;

at least one recommendation for a given entity associated with the secret shares based on the entity's past activities and an intersection of sets of activities associated with the entity's secret shares as an estimated activities list, wherein activities found in each set of activities associated with each secret share of the given entity's secret shares are included in the estimated activities list, wherein activities found in less than all of the sets of activities associated with the entity's secret shares are excluded, and wherein association of the activities with the plurality of secret shares facilitates anonymous transactions and anonymous recommendations, wherein the past activities of the entity are used for the at least one recommendation, and wherein a specific identity of the entity is kept private so that while specific knowledge of the past activities of are known by the seller, the past activities are not directly associated with the specific identity of the entity are unknown to third parties; and

a recommendation accuracy control configured by modifying usage, number of activities and a size of a number of possible secret share sets for any given entity identity.

3. (currently amended) A method operating in a computer environment for a commerce system comprising a plurality of entities each having an associated entity identity that is stored as a plurality of secret shares amongst at least a portion of a plurality of shareholders, wherein each plurality of secret shares comprises a subset of a finite set of secret share values, a method for estimating activities of a first entity of the plurality of entities, the method comprising:

associating, for each entity of the plurality of entities, at least one activity conducted by the entity within the commerce system with each of the plurality of secret shares used to store the entity identity corresponding to the entity such that each secret share of the finite set of secret share values has associated therewith a set of activities from at least a portion of the plurality of entities;

generating, for the first entity, an estimated activities list comprising an intersection of sets of activities associated with each secret share of a first plurality of secret shares used to store a first entity identity corresponding to the first entity, wherein the past activities of the entity are used for the at least one recommendation, and wherein a specific identity of the entity is kept private so that while specific knowledge of the past activities of are known by the seller, the past activities are not directly associated with the specific identity of the entity are unknown to third parties;

generating a set of recommendations based on the estimated activities list and providing the set of recommendations to the first entity; and

controlling recommendation accuracy by modifying usage, number of activities and a size of a number of possible secret share sets for any given entity identity.

4. (previously presented) The method of claim 3, wherein the recommendations are based on past activities and activities found in each set of activities associated with each secret share of the given entity's secret shares are included in the estimated activities list, wherein activities found in less than all of the sets of activities associated with the entity's secret shares are excluded, wherein association of the activities with the plurality of secret shares facilitates anonymous transactions and anonymous recommendations.

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5. (original) The method of claim 3, wherein associating the at least one activity with each of the plurality of secret shares further comprises adding the at least one activity to a plurality of profiles uniquely corresponding to the first plurality of secret shares, wherein each shareholder of a first portion of the plurality of shareholders that stores one of the first plurality of secret shares also maintains one of the plurality of profiles.

6. (original) The method of claim 5, wherein generating the estimated activities list further comprises:

retrieving, by an anonymity service provider in communication with the first entity and each of the first portion of the plurality of shareholders, the plurality of profiles from the first portion of the plurality of shareholders; and

calculating, by the anonymity service provider, the intersection by determining common activities that are found within each of the plurality of profiles.

7. (original) The method of claim 3, wherein the at least one activity includes purchase of at least one digital product.

8. (currently amended) An apparatus for use in a commerce system comprising a plurality of entities each having an associated entity identity that is stored as a plurality of secret shares amongst at least a portion of a plurality of shareholders, wherein each plurality of secret shares comprises a subset of a finite set of secret share values, the apparatus comprising:

means for associating, for each entity of the plurality of entities, at least one activity conducted by the entity within the commerce system with each of the plurality of secret shares used to store the entity identity corresponding to the entity such that each secret share of the finite set of secret share values has associated therewith a set of activities from at least a portion of the plurality of entities;

means for receiving sets of activities associated with each secret share of a first plurality of secret shares used to store a first entity identity corresponding to a first entity;

means, coupled to the means for receiving, for generating an estimated activities list, for the first entity, comprising an intersection of the sets of activities;

means for generating a set of recommendations based on the estimated activities list, wherein past activities of the entity are used for the at least one recommendation, and wherein the specific identity of the entity is kept private so that while specific knowledge of the past activities of are known by the seller, the past activities are not directly associated with the identity of the entity are unknown to third parties;

means, coupled to the means for generating the set of recommendations, for providing the set of recommendations to the first entity; and

means for controlling recommendation accuracy by modifying usage, number of activities and a size of a number of possible secret share sets for any given entity identity.

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9. (previously presented) The apparatus of claim 8, further comprising:

wherein the recommendations are based on past activities and activities found in each set of activities associated with each secret share of the given entity's secret shares are included in the estimated activities list, wherein activities found in less than all of the sets of activities associated with the entity's secret shares are excluded, wherein association of the activities with the plurality of secret shares facilitates anonymous transactions and anonymous recommendations.

10. (original) The apparatus of claim 8, wherein the means for associating the at least one activity with each of the plurality of secret shares further comprises:

means for adding the at least one activity to a plurality of profiles uniquely corresponding to a first plurality of secret shares, wherein each shareholder of a first portion of the plurality of shareholders that stores one of the first plurality of secret shares also maintains one of the plurality of profiles.

11. (original) The apparatus of claim 10, wherein the means for receiving further operate to receive the plurality of profiles from the first portion of the plurality of shareholders, and wherein the means for generating the estimated activities list further comprises:

means for calculating the intersection by determining common activities that are found within each of the plurality of profiles.